

NEWS RELEASE

AGS LABORATORIES, LLC

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American Gem Society Laboratories Launches New Website

Website considered the “go to” source for all things diamond buying

October 17, 2008, Las Vegas, NV. The American Gem Society Laboratories, LLC today announced the launch of their new website, an impartial resource for consumers. The site provides an insider’s view on the diamond grading process and gives valuable tips on diamond buying from industry insiders.

AGSLAB.com also offers numerous resources to assist consumers with diamond-buying research. Information available at AGSLAB.com includes:

- Straightforward, intuitive navigation. Popular topics on diamond-buying and the diamond-grading process are easy to find.
- Glossary of Terms – a comprehensive listing of gemology and diamond-buying terms.
- Diamond Buying 101 – a ten minute video, which features industry experts giving actionable tips for the purchase of diamond jewelry.
- Podcasts – enlightening and entertaining podcasts covering a wide range of topics from “Taking the Fright Out of Diamond Buying” and “The Perfect Proposal,” to “Don’t Be Fooled: Understanding Treatments to Natural Diamonds.”
- Report Verification – match the information on an individual diamond grading report to the American Gem Society Laboratories database.

“AGSLAB.com is the ultimate resource for consumers who are considering a diamond purchase,” said Frank Dallahan, President and CEO of the American Gem Society Laboratories. “The information is impartial, comprehensive, and provides insider-tips to the world of diamond buying. Additionally, the site will continue to evolve as we add interactive tutorials and in-depth diamond education tools.”

Earlier this year, AGSLAB.com experienced a large jump in visitors to its website. “With this new design and layout, we expect the growth trend to continue as more and more consumers depend on us as to give them the information they need on diamonds and diamond grading. We offer an expert, credible opinion to help arm would-be diamond buyers with the knowledge they need to make their purchase experience more comfortable and effective,” said Dallahan.

The AGS Laboratories, created in 1996, is committed to protecting the consumer by providing impartial grading reports based on the highest standards of diamond grading. The American Gem Society Laboratories provides diamond-grading reports based on the highest standards of diamond grading and offers the only scientifically peer reviewed, objective, and repeatable cut

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grade method in the industry. For more information on the AGS Performance-Based system, or any of their products and services, please visit www.agslab.com or email marketing@agslab.com.

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